

Online Postvention Manual: Case Examples

OVERVIEW

When someone dies by suicide that person's online social media profiles often become hubs for friends and family to talk about the suicide and memorialize the person who died. Exposure to suicide, whether through a personal connection or through the media, is an established risk factor for suicide.ⁱ There is substantial evidence that certain messages (e.g., those that glamorize the suicide) and certain information (e.g., details regarding the method of suicide used) may contribute to contagion.ⁱⁱ The comments posted on these profiles can contain unsafe messages and sometimes include expressions of suicidal ideation by friends or family of the deceased.

When implementing postvention strategies in a community or school, it is important to also consider the role of the internet and to ensure that postvention initiatives also target existing online communities. This is especially important when the deceased is between the ages of 15 and 24, as data indicates this age group is very active online.ⁱⁱⁱ As a result, those individuals who would be most affected by the suicide are possibly already connected via online social networking sites (e.g., Facebook, MySpace, etc.) and are most likely already engaging in conversation about the suicide, which is taking place and being recorded online. This affords those undertaking postvention efforts an important and efficient means of distributing information and resources, as well as of monitoring those connected to the bereaved for any indications of suicide risk.

In sum, the postvention work done in "real world" communities should be replicated online. Comprehensive strategies will assist those affected by a suicide within schools and other community settings, in addition to using social media sites to further these efforts. Responsible postvention initiatives should utilize social networking sites to 1) distribute relevant information and resources, and 2) monitor comments from individuals connected to the bereaved. Furthermore, those overseeing these efforts should collaborate with parents and guardians to ensure that they monitor their children's use of social media and work with families of the deceased to bypass any privacy settings that would prohibit the activities outlined above.

The case examples included in this document are not for distribution and we ask that the privacy of the individuals within is respected. These case examples are offered only to give you an idea of what to expect when following the three steps of online suicide postvention efforts:

1. Find Social Media Profiles
2. Post Resources
3. (For students only) Letter to Parents from School Districts

For questions about social networking websites, please contact Jessica Haas at jhaas@mhaofnyc.org or (212) 358-6852.

CASE EXAMPLES

(All names listed below are people who have died by suicide.)

Example 1: Tom Shea, Radnor High School PA

Step 1- Find Social Media Profiles: After searching “Tom Shea” on Google one could see that “Tom Shea” is a very popular name. Therefore other identifying information given was entered into Google and Pipl.com: “Tom Shea Radnor PA”. Through these searches social media profiles, groups and conversations were still difficult to find.

Lifeline moved on to entering “Tom Shea” in the search engines on MySpace, Facebook and YouTube.


facebook Home Profile Friends Inbox 1 Amanda Lehner Settings Logout

Tom Shea Search Profile Search | Friend Finder


All Results People Pages Groups Events Web

Show results from All Networks


Displaying 1 - 10 out of 316 results for: **Tom Shea** 1 2 3 Next




"Ravishing" Thomas Shea
Page:
Type: Athlete
Size: 5 fans
[View Page](#)
[Become a Fan](#)




R.I.P. Tom Shea
Group:
Size: 2,105 members
Type: Organizations - General
New: 2 More Members, 3 Wall Posts
[Join Group](#)



I Hate Tom Shea
Group:
Size: 27 members
Type: Organizations - Religious Organizations
New: 1 Fewer Member
[Join Group](#)



shea thomas komarychka is a member of gay pride
Group:
Size: 25 members
Type: Just for Fun - Totally Random
[Join Group](#)



Thomas Shea
Name:
Network: New York, NY
[Add as Friend](#)
[Send a Message](#)
[View Friends](#)

<http://www.facebook.com/home.php?#/group.php?sid=0a0ecce4122f06898730158f53210c85&gid=82725009261&ref=search>

You Tube
Broadcast Yourself
Worldwide | English
(0) **800273TALK** ▾ | [Accoi](#)

[Home](#)
[Subscriptions](#)
[Videos](#)
[Shows](#)
[Channels](#)

Search


"Tom Shea" results **1 - 20** of about **482**

All
 [Channels](#)
 [Playlists](#)

Sort by: Relevance ▾

Uploaded: Anytime ▾


Type: All ▾



Tom Shea: August 1993 - May 2009

Rest In Peace **Tom** You will be love and missed by everyone who came in contact with you. Let angels lead you in.


★★★★★ 3 weeks ago 1,419 views [MrRainbow265](#)



Gone But Not Forgotten: A Tribute To Tom Shea

"Gone But Not Forgotten" is a tribute song to **Thomas Bond Shea**, a victim of depression, who will be in all of our hearts forever.


★★★★★ 3 weeks ago 5,218 views [thbraith](#)



Tom Shea (RIP)

This video is a dedication to my old classmate **Tom Shea** (RIP) Any negative or disrespectful comments will be deleted immediately.


★★★★★ 2 weeks ago 109 views [techkid67](#)



Tom Shea With Huell Howser at Fosselman's in Alhambra

Alhambra Chamber of Commerce staff hero, **Tom Shea**, brings the goods back to the office unmelted, but not before chatting with Huell Howser at...


★★★★★ 10 months ago 265 views [hoss5417](#)



Tom Shea losing traction at Rock Falls

He no longer has this twin turbo GN.

★★★★★ 1 year ago 501 views [Boosted6GN](#)



tom shea

john deere nd case

★★★★★ 5 months ago 175 views [AidanWazEre](#)

[www.glamourhea](#)
designer clothing,d
belt,shawls
[www.glamourheav](#)


Find Tom Shea
Get current address:
Easy to use, search
[www.usa-people-s](#)

<http://www.youtube.com/watch?v=Fi11k18sVIY>

<http://www.youtube.com/watch?v=k5kMj1JdtU>

Step 2- Post Resources: Tom died by suicide on May 24, 2009. By May 25th a Facebook group was already created and had over 1,000 members and 100 comments. Lifeline worked with Heidi Bryan, the director of Feeling Blue, a local suicide prevention organization, who immediately contacted the creator of the Facebook group, Ben Junior, and other friends of Tom Shea (Ben Junior is listed on the Facebook group as an administrator(see highlighted name under “Admins”). He was sent a message through his Facebook profile). Mrs. Bryan succeeded in having Ben Junior post a link to the National Suicide Prevention Lifeline on the Facebook group page and Mrs. Bryan posted a link and description of FeelingBlue in the groups “Links” section. This was all completed by 5/26. (See highlighted resources in screenshots below)

Since the Lifeline link was posted on 5/26/09, there have been **over 600 visitors** referred to the Lifeline website.

**R.I.P. Tom Shea**
Global

Basic Info
Type: Organizations - General
Description: Rest In Peace Tom. Everyone loved and still loves you more than ever. Have fun in heaven and none of us can wait to see you there in a hundred years. Your family loves you and so do your friends. Bring 4 dollars in to receive a livestrong to remember Tom and support his family

Contact Info
Email: bjr1193@aol.com
Office: -
Location: Forest


Recent News


Anyone feel free to join this group that knew Tom. Suicide Prevention sites that may help with teens suffering depression:


<http://www.suicidepreventionlifeline.org/>


http://www.suicidepreventionlifeline.org/_images/buttons/NSPI125x125.jpg


Members
Displaying 8 of 2,109 members



Allie



Ronnie



Connor


Emily


Mike



Caili


Brittany


Tayler

Discussion Board
Displaying 2 discussion topics [See All](#)
Funeral sermon
1 post by 1 person. Updated on May 31, 2009 at 11:18am
Leave a great memory
29 posts by 28 people. Updated on May 28, 2009 at 4:49am

The Wall
Displaying 5 of 247 wall posts. [See All](#)



Group Type
This is an open group. Anyone can join and invite others to join.

Admins
■ Ben (creator)

Related Groups
OBAMA FOR USA
Organizations - Political Organizations
Pie of stupis anus?
Geography - Ridesharing & Transportation



Jake wrote at 8:07pm on June 21st, 2009

one week until camp. its gonna be so wierd without u. u were like a part of that place, one of the things that made it so great, and now that part will be missing.



Stanley wrote at 10:59am on June 21st, 2009

Tom its really hard for me to write on your wall but since camp is starting soon i feel that i should say something ... i have known you since we were in the 5th grade and we have a lot of memories together ... and i cant help but think of you everyday ... you are forever my best friend and my brother! rock rock rock!!!



Ben wrote at 8:54pm on June 20th, 2009

Miss ya man, thinkin about u everyday. So many things we set out to do together are unfulfilled. Most of all my man, i just miss hanging out with u. I'm stil sad but im glad we hung out all the time. Pce my brother take it eazy.



Abbie wrote at 12:32pm on June 17th, 2009

even though some of us didn't know you as well as others, you all touched our hearts in ways we can't even describe. rest in peace tom ♥ we all love and miss you.

[See all 247 wall posts](#)

Photos

Displaying 5 of [34 photos](#)

[See All](#)



Links

Displaying [1 link](#)

[See All](#)



Feeling Blue Suicide Prevention Council

Source: www.feelingblue.org

Feeling Blue Suicide Prevention Council is a community organization dedicated to preventing suicide, reducing the stigma associated with suicide, and supporting those people affected by depression or the loss of a loved one to suicide. ...

“ Here's a local resource that you might find helpful. ”

Posted by Heidi

Lifeline also posted a Lifeline PSA as a video response to the YouTube videos about Tom Shea. Some of the video responses were not approved by the people who posted the videos. Please see screenshot and highlighted video below:

YouTube

Broadcast Yourself

Worldwide | English

(0) 800

Home

Subscriptions


Videos

Shows

Channels

Tom Shea

Tom Shea (R.I.P.)



0:11 / 3:10

189 views

3 ratings

Favorite

Share

Playlists

Flag

Send Video

MySpace

Facebook

(more share options)

Statistics & Data

Video Responses (1)

Post a Video Response

800273TALK

0:29

View All

Play All

Text Comments (1) Options

Post a Text Comment

onceonair (1 month ago)

Reply | Spam

0

It is nice of you to honor Tom this way.
You seem to be really hurting...don't be afraid to reach out for help.

View all 1 comments

Comment on this video

Post a Video Response

Example 2: Jalissa Nesmith, Schenectady, NY School District

Step 1- Find Social Media Profiles: After typing “Jalissa Nesmith” into Google the following MySpace profile and video were found.

Profile: <http://profile.myspace.com/index.cfm?fuseaction=user.viewProfile&friendID=257185591>

Video:

<http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=52937859&searchid=85fa99c8-90b4-4771-a5f0-06960888eef4>

Step 2- Post Resources: It was possible for Lifeline to post comments on the video about Jalissa, but not on her profile. Lifeline posted the offer of help for those who view the video and encouraged Schenectady school district to work with friends and family members to post comments with helpful resources on Jalissa’s MySpace profile. (Note: Lifeline prefers to post video responses, especially to videos, in order to mirror the method of expression chosen by the user and fit with the preferred medium used on the social networking site. Also, the video response remains at the top of the page whereas comments can get buried).

Comments:

<http://comment.myspace.com/index.cfm?fuseaction=user.viewComments&friendID=257185591&MyToKen=3e0b5fcd-906d-4087-bc7b-f65a70df049c>

	May 25, 2009 7:19 PM hey jalissa. yu & wanna r probly havin a cookout & shit lol..happy memorial day & hearts;
	May 25, 2009 1:34 AM Love&miss youh so muchh .
 K. Hill Online Now!	May 24, 2009 3:16 PM damn jalissa it has been 3 long months since u left and honestly it still does not seem real.to this day i still think im gunna wake up..go to school and see yuh standing there laughing and smiling liek u always were.but then i sit and look at my page and everybody elses page and see the truth and the reality of it all is rite in front of meh...that u are never coming back no matter how hard or how much me and everybody else wishes we could.just sitting here thinking about it all just breaks my heart.and now im living my life for u.ur in my heart and always will be.u was always <i>that girl</i> who had everybody laughing.yuh was always <i>that girl</i> who cared for everyone before yuhrself.and yuh was always <i>that girl</i> who would be there for anybody..not caring who they were.before u left..my life was complete.i had all my friends and everybody that i loved.and then u left and that got destroyed.i feel so empty without u here babe.u was liek the older sister i never had.and wen u left u took a part of meh that i can not get back.and honestly without u here...life just aint the same.it seems so unfair.its like nothin makes sence anymore.and I told myself I wouldnt cry, but I am still asking God why.!? but all my questions still remain unanswered...WHY. Why did yuh have to go so soon? What ever happened to make yuh do it.?....but no matter what,yuhr always gunna be in my heart.no mat how far apart we are we always gunna remain as close as we were.i love yuh so much jalissa and miss yuh like crazy.gone but never ever forgotten.<33 Yes it hurts, though it goes to show, that God <u>only</u> takes <u>the</u> best.
 tori	May 22, 2009 9:30 PM I LOVE YOU SO MUCH!!!!!!!!!!!!!!

Example 3: Suicide Cluster in Monmouth County New Jersey

Step 1 – Find Social Media Profiles: Lifeline found four Facebook groups through a Google search of the following first and last names of four boys who died by suicide.

Andrew Clark:

<http://www.facebook.com/group.php?gid=13451496386#/group.php?gid=43367882398>

Tim Schenke:

<http://www.facebook.com/group.php?gid=43367882398#/group.php?gid=13451496386>

Bobby Bannick:

<http://www.facebook.com/group.php?gid=43367882398#/group.php?gid=7652649710>

Joe Calton:

<http://www.facebook.com/group.php?gid=23443132367>

Step 2- Post Resources: In this case, the online presence was not profiles of the deceased created by the deceased. These were groups created by friends and families after their deaths to memorialize them and continue to share thoughts about them (as was the case with example 1: Tom Shea).

Lifeline recommended that Monmouth County Division of Mental Health & Addiction Services reach out to the group administrators (“Admins”), which are now listed on the left-hand side of group pages. These people will be an integral part of distributing resources to hundreds of group members via wall posts, discussion board topics, images (Lifeline logos), or other text.

Below is a screenshot of a Facebook group found.

facebook
Home
Profile
Friends
Inbox
Amanda Lehner
Settings
Logout

Rest in Peace Tim- We love you
Global

Basic Info
Type: [Student Groups - General](#)
Description: tim schenke. a beloved student, teammate, brother, son, boyfriend, classmate and friend. We are all gonna miss you so much. You were an amazing person and we will never forget how you touched each and every one of us.

Contact Info
Email: volcomgirl7177@hotmail.com

Recent News

Fundraiser will be held 4/25/09 6-10pm at Spring Lake Manor. Barry and the Penetrators and Stereo Uprising are the 2 bands playing there. Includes appetizers, hot buffet, dessert, unlimited soft drinks and coffee.

Cost: Under 21: \$20
Adults: \$30 (includes 2 drinks)
raffles and giveaways
items in tims memories will be sold (t shirts, magnets, pens)

To purchase tickets contact Pete or anyone our family
732- 449- 7680

Members
Displaying 8 of 900 members [See All](#)

Courtney Csogi
 Kelsey DiBernardo
 Liz Peters
 Ben Klaver
 Olivia Rose
 Kate Ferraro
 Kathryn Costigan
 Ryan McShea

Discussion Board
Displaying 3 discussion topics [See All](#)

Come to Schenkes to say hi and/or buy a st-shirt!
1 post by 1 person. Updated on April 26, 2009 at 7:42am

Tim pens and magnets now for sale!
1 post by 1 person. Updated on March 24, 2009 at 6:52pm

My apologies to Tim's college friends who are too far away to attend on 4/25
2 posts by 1 person. Updated on March 8, 2009 at 12:10pm

Group Type
This is an open group. Anyone can join and invite others to join.

Admins

- Pete Schenke (Manasquan High School)
- Sam McWilliams (Charleston) (creator)

Related Groups

- [Rest In Peace Drew](#)
Student Groups - General
- [RIP Andrew - Love you Never be forgotten](#)
Student Groups - General
- [R.I.P. JOEY "H"](#)
Common Interest - Families
- [I'm from 732, bitch.](#)
Geography - Regions

ⁱ U.S. Public Health Service. (2001). National Strategy for Suicide Prevention: Goals and Objectives for Action. Washington, D.C.: Department of Health and Human Services.

ⁱⁱ Suicide Prevention Resource Center (2006). Safe and Effective Messaging for Suicide Prevention. Newton, MA: Education Development Center, Inc.

ⁱⁱⁱ Pew Internet & American Life Project (2005). Teens and Technology: Youth are leading the transition to a fully wired and mobile nation. Washington, DC.

^{iv} Suicide Prevention Resource Center. (2004). After a suicide: Recommendations for religious services and other public memorial observances. Newton, MA: Education Development Center, Inc.